

# A system and a method for adding a desired product item from an internet based online store to an internet based universal product item registry

## Abstract

An exemplary embodiment is a system and method for electronic network based commerce that enables online shoppers to select a desired product item and conveniently add pertinent information about the selected product item such as the product's name, selling price, manufacturer name, etc. to one or more product item lists associated with one or more universal product item registry accounts. In such an embodiment, the online shopper would typically use a single click action of the computer mouse, keyboard or such other input device to select the desired product item and indicate the desire to add the selected product item to one or more product item lists associated with one or more universal product item registry accounts, upon which the system determines the pertinent information about the selected product item by either parsing the web page of the online store or by querying one or

more computer databases maintained by the online store operator and then inserts the product item information thus obtained into one or more product item lists associated with one or more universal product item registry accounts. Universal product item registries can be used to provide online shoppers with services such as an online gift registry service, online product item catalogs, etc. In addition, universal product item registries can also help capture the needs and desires of shoppers by providing services such as an online wish list service that shoppers can use to list and describe product items that are of interest to them and the product items that they desire to own at some future date.